

REMARKS

Pending Claims

In this application, claims 18 and 19 are currently pending. Claims 1-17 have been deleted. Claims 18 and 19 are added by this amendment. Entry of these amendments is respectfully requested.

Art Rejections

Claims 1-17 were rejected under 35 U.S.C. § 102 and / or 103. Since claims 1-17 are canceled herein, these art rejections are moot.

New Claims

The Applicant presents new claims 18 and 19 that each recite a system for use in a retail store setting that employs a user-identifier to access information and provide services in a streamlined manner. Claim 18 recites a system that facilitates the use of a digital wallet to make payment, the signing-up for support services and the use of a preferred internet portal at an in-store kiosk. All of these services are accessed via the user's identifier. Claim 19 recites employing the user identifier to connect the user's in-store internet use with loyalty points stored in the system's database.

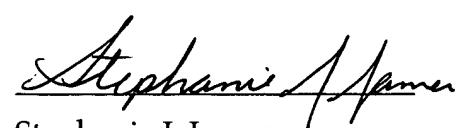
None of the references cited with regard to claims 1-17 show or suggest the recited features. The recitations of claims 18 and 19 are supported by the original specification and no new matter is added.

CONCLUSION

All of the claims remaining in this application should now be seen to be in condition for allowance. A notice to that effect is earnestly solicited. The Examiner is invited to contact the Applicant's representative at the below-noted telephone number is allowance would be assisted thereby.

Respectfully submitted,
BEST BUY COMPANY, INC.
By its attorneys:

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Stephanie J. James
Registration No. 34,437
Beck & Tysver, P.L.L.C.
2900 Thomas Ave., #100
Minneapolis, MN 55416
Telephone: (612) 915-9636
Fax: (612) 915-9637